British Columbia Nordic Skier Survey 1985 - 1986

British Columbia
Ministry of Economic Development

CANADA WEST SKI AREAS ASSOCIATION

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THE BRITISH COLUMBIA NORDIC

SKIER SURVEY 1985/86

Honourable Grace M. McCarthy,
Minister of Economic Development

February, 1987

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Ski Regions	Ski Area	Tourism Region
Lower Mainland	Mount Washington	Region A
	Manning Park Resort	Region B
	Cypress Bowl	
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	Red Coach Inn	

The British Columbia Nordic Skier Survey 1985/86

Introduction

The 1985/86 Nordic Skier Survey was conducted by the Ministry of Economic Development and Canada West Ski Areas Association in cooperation with the operators of the major nordic ski resorts throughout British Columbia. Seven hundred and ninety skiers were surveyed during the season at 6 resorts selected to geographically represent two nordic ski regions in the province. Samples from these resorts were chosen to represent resident skiers throughout the province and non-resident skiers visiting British Columbia.

The purpose of the survey is to expand and update the present data base and to provide the background information for the further development and marketing of the British Columbia Nordic ski product. The data provided describes the skiing characteristics, travel patterns, attitudes and expenditures of skiers to the province.

The ministries of the provincial government use the results to assist in the evaluation of the size and economic impact of the industry at the regional and provincial levels. Survey data will also contribute to the framework of information and future plans regarding capital investment and market development.

The author would like to thank the ski resorts participating in this continuous research program and looks forward to working with the industry on future ski surveys. This is the first survey of its kind and any comments or suggestions relating to the survey and this report will be welcome.

George McKay
Coordinator of Ski Development
Ministry of Economic Development
1405 Douglas Street
Victoria, British Columbia
V8W 3C1

(604) 387-0309

Methodology

The survey was taken over a period of five months. The interview schedule consisted of one week day and one weekend day for each week of the survey.

The questionnaire was to be administered at each resort during the early afternoon after the skier had the opportunity to ski and use the other facilities. Skiers were selected randomly and only one representative per skier group completed the questionnaire.

Prior to each day of surveying the interviewer was required to undertake a skier profile to determine age and sex of the skiers at individual resorts. This was done during the morning at a location where all skiers would pass.

Questionnaires were subsequently distributed in quantities according to the mix of skiers as determined by the skier profile.

Questionnaires were to be tallied and checked daily and forwarded to the Ministry of Economic Development for compilation.

Training of the field staff was conducted by the industry. The Coordinator of Ski Development met with the operators of the ski resorts and briefed the operators on the objectives and the methodology of the study. Each stage of the survey procedure was explained to the ski areas who were asked to carry out the survey. The operators were also supplied with instruction manuals which contained explicit directions for administering the survey as well as detailed explanations of the questionnaire. The operators were then responsible to train their staff in the necessary procedures and to oversee their interview technique.

Questionnaire Format

The questionnaire format is very similar to the previous alpine skier surveys. The questions were intended to ascertain skiers' travel habits, satisfactions and opinions of the British Columbia ski areas.

Results

The following analysis of the 1985/86 British Columbia Nordic Skier Survey is intended as a summary; the tables and comments will be directed primarily at a provincial and regional level. Unless otherwise noted, this data has not been adjusted or weighted and is therefore subject to variance. Rounding, multiple responses, missing responses and missing cases affect the totals. Therefore totals can be more, less or equal to 100%. The relative proportion of one response to another and the relationship from region to region is assumed to be accurate.

Skier Profile

Over 97% of the interviews were with skiers, who ski primarily "to be out of doors" (41%) or "to exercise" (36.26%).

Almost 37% are beginner or novice skiers. Over 44% are intermediate skiers and the balance - 19% are advanced or expert skiers.

Forty-six percent of the skiers are introduced to the sport by friends.

The weighted average indicates skiers have actively skied for about 6 years.

Nordic skiers ski an average 12.85 days each season.

Sixty-six percent of skiers take an overnight trip each year and the average trip is approximately 2 nights.

Nordic skiers ski an average of 2.15 days per ski trip.

Convenience determines the choice of area and almost 70% use a day pass.

Ten percent take ski lessons.

Eighteen percent rent ski equipment.

Are you a skier?

	Lower Mainland	Interior	B.C.
Yes	97.00	97.97	97.31
No	3.00	2.03	2.69
SUM	100.00	100.00	100.00

Positive replies of over 97% indicate the people are indeed active skiers.

Why do you ski?

	Lower Mainland	Interior	B.C.
To exercise	34.38	40.61	36.26
To be out of doors	42.79	38.12	41.37
To travel	3.13	2.49	2.93
To socialize	7.69	6.91	7.45
To be with family	6.85	6.91	6.87
Other	5.17	4.97	5.11
SUM	100.00	100.00	100.00

In the Lower Mainland region, people are skiing to be "out of doors" followed by an interest in "exercise" whereas the Interior skier is the opposite, interested in the "exercise" aspect more than the oportunity to be "out of doors." Combined, these two interests explain almost 78% of the replies.

How do you classify yourself as a skier?

	Lower Mainland	Interior	B.C.
Beginner	13.05	14.11	13.38
Novice	22.24	24.60	22.98
Intermediate	43.57	47.58	44.82
Advanced	17.46	8.87	14.77
Expert	3.68	4.84	4.04
SUM	100.00	100.00	100.00

The frequent reply in both regions to the beginner or novice category suggests a number of new entrants to the activity. However both regions also report a sizable intermediate group (over 40%) and the Lower Mainland region reports over 17% in the advanced category.

Who/what introduced you to skiing?

	Lower Mainland	Interior	B.C.
Friends	43.74	51.20	46.07
Family	30.31	26.40	29.09
Club/Group	7.80	4.40	6.74
Ski Area Advertising	2.90	2.40	2.75
Other Advertising	2.00	2.40	2.12
Other	13.25	13.20	13.23
SUM	100.00	100.00	100.00

Friends and family account for the majority of introductions with family being more important in the Lower Mainland region and friends being more important in the Interior.

Advertising is not associated with taking up cross-country skiing, nor are club or group activities.

Approximately how many years have you skied at least once each season?

	Lower Mainland	Interior	B.C.
One	9.71	6.94	8.83
Two	11.43	12.65	11.82
Three	13.71	10.61	12.73
Four	13.14	12.24	12.86
Five to eight	24.38	26.94	25.19
Nine to twelve	27.62	30.61	28.57
SUM	100.00	100.00	100.00
Weighted average	5.75	6.10	5.86

In both regions approximately 20% of the skiers indicated they have skied 2 years or less, in keeping with the replies regarding skier skill classifications.

However more than 50% also indicated they have skied at least once each season for more than 5 years. The weighted average indicates skiers have been active for almost 6 years.

How many overnight ski trips do you take on the average each year?

	Lower Mainland	Interior	B.C.
None	32.64	34.15	33.12
One	26.79	34.15	29.12
Two	14.34	9.35	12.76
Three	10.75	10.57	10.70
Four	5.28	2.85	4.51
Five to eight	5.85	5.28	5.67
Over eight	4.34	3.66	4.12
SUM	100.00	100.00	100.00
WEIGHTED AVERAGE	2.19	1.97	2.12

Fully 33% of the skiers do not take a nordic skiing trip each year.

However more than 25% of the Lower Mainland skiers take one trip and a further 25% take 2 or 3 trips in one year. Interior skiers are more likely to only take one trip (34.15%) with less than 20% taking 2 or 3 trips.
The weighted average shows that 2 trips each year are most common.

Over the past 3 years including both daily ski trips and overnight ski trips, how many days on average have you actually spent skiing per year?

	Lower Mainland	Interior	B.C.
Three or less	14.20	12.65	13.71
Four to five	11.90	13.88	12.53
Six to seven	14.01	8.98	12.40
Eight to ten	17.08	13.47	15.93
Eleven to fourteen	11.13	11.02	11.10
Fifteen to twenty-one	11.71	12.24	11.88
Twenty-two to twenty-eight	6.33	6.94	6.53
Twenty-nine or more	13.63	20.82	15.93
SUM	100.00	100.00	100.00
WEIGHTED AVERAGE	12.30	14.03	12.85

In keeping with the skier skills and number of years of skiing, many cross-country skiers ski relatively few days. In both regions 12 - 14% ski 3 days or less and an additional 12 - 14% ski 4 - 5 days. Almost half of the skiers in both regions ski 10 days or less in a season.

Interior skiers tend to ski more days than skiers in the Lower Mainland region. The weighted average bears this out, showing 12.3 days for the Lower Mainland and 14.03 days for the Interior. Overall, the weighted average is 12.85 days of skiing each season.

Do you plan to ski at this area on this trip?

	Lower Mainland	Interior	B.C.
Yes	98.46	99.17	98.68
No	1.54	0.83	1.32
SUM	100.00	100.00	100.00

This is a control question to ascertain that the individuals are skiers and that they are at the area to ski. The response bears this out as correct.

Why did you decide to ski at this area today?

	Lower Mainland	Interior	B.C.
Convenience	21.99	20.86	21.64
Best area in region	20.89	18.81	20.23
Trail pass price	2.73	3.72	3.04
Seasons Pass Holder	5.29	2.05	4.27
Lessons	1.88	0.74	1.52
Snow conditions	11.08	10.61	10.94
Club outing	3.58	4.47	3.86
Printed ad	0.77	2.98	1.46
Radio/TV ad	0.17	0.37	0.23
Recommended	3.92	9.87	5.79
Accessibility	13.73	11.17	12.92
Friends went	9.29	7.82	8.83
Other	4.69	6.52	5.26
SUM	100.00	100.00	100.00

"Convenience" and the perception that it was the "best area" are the two most common replies followed by "accessibility" and "snow conditions." "Friends going" was an important factor in the Lower Mainland region and "personal recommendations" played a large role in the Interior decisions.

Advertising, lessons and trail pass pricing were not seen to be factors in the selection of a particular ski area.

What type of trail pass do you have?

	Lower Mainland	Interior	B.C.
Day	75.98	55.22	69.54
Season	15.82	6.96	13.07
Multi-day	6.64	5.65	6.33
Included in Ski Package Plan	1.56	32.17	11.05
SUM	100.00	100.00	100.00

Day passes were the norm but packaging was more common in the Interior and season pass use was more common in the Lower Mainland region. Overall 70% of the skiers utilize a day pass.

Are you taking ski lessons this trip?

	Lower Mainland	Interior	B.C.
Yes	10.89	9.05	10.30
No	89.11	90.95	89.70
SUM	100.00	100.00	100.00

Approximately 10% of the replies were positive. This is somewhat low, given the skill levels and length of participation.

Are you renting ski equipment on this trip?

	Lower Mainland	Interior	B.C.
Yes	22.78	7.85	18.03
No	77.22	92.15	81.97
SUM	100.00	100.00	100.00

Renting is more common in the Lower Mainland and ownership is very much the norm in the Interior.

Where else will you or have you skied this season?

	Lower Mainland	Interior	B.C.
Lower Mainland	40.03	24.58	34.92
Vancouver Island	11.30	4.52	9.06
Thompson Okanagan/Interior	13.39	29.10	18.58
Kootenays/Rockies	3.49	5.37	4.11
Northern B.C.	3.77	7.06	4.86
Other B.C.	10.46	8.19	9.71
Alberta	2.93	1.69	2.52
Eastern Canada	2.09	1.13	1.77
Other Canada	0.56	0.56	0.56
Washington	6.56	9.32	7.47
Idaho	0.14	0.56	0.28
Montana	0.28	0.85	0.47
California	0.28	1.13	0.56
Eastern U.S.	0.28	0.56	0.37
Other U.S.	0.56	1.69	0.93
Europe	1.12	1.13	1.12
Other	2.79	2.54	2.71
SUM	100.00	100.00	100.00

Lower Mainland skiers will ski first in that region, then in the Thompson/ Okanagan area, Vancouver Island as well as Other B.C.

Interior skiers skied more often in the Thompson/Okanagan region, the Lower Mainland, Washington, and other B.C. Skiing outside of Canada took place in Washington State.

How many days will you ski on this trip?

	Lower Mainland	Interior	B.C.
One	63.53	41.18	56.52
Two	17.47	15.55	16.86
Three	9.02	9.66	9.22
Four to Five	5.37	22.27	10.67
Six to Seven	1.73	6.72	3.29
More than Seven	2.88	4.62	3.43
SUM	100.00	100.00	100.00
WEIGHTED AVERAGE	1.84	2.82	2.15

This is a question where the replies should correlate closely with the preceding question unless the skiers were at the area to do something other than ski. In this case, both regions show the skiers are actively skiing on those days when they are at the resorts.

The weighted average for days of skiing is greater than the weighted average of days at the ski area, suggesting that the skiers will also ski at an area other than where they have been surveyed during their trip.

Skier Origins

Nordic skiers are predominately from British Columbia (94.63%).

Washington State (3.02%) is a more significant source of skiers than Alberta (.38%) or Other Canada (.83%).

Within British Columbia, Vancouver (55.64%) and Vancouver Island (25.92%) are the large marketplaces.

Europe is the largest source of offshore skiers at this time.

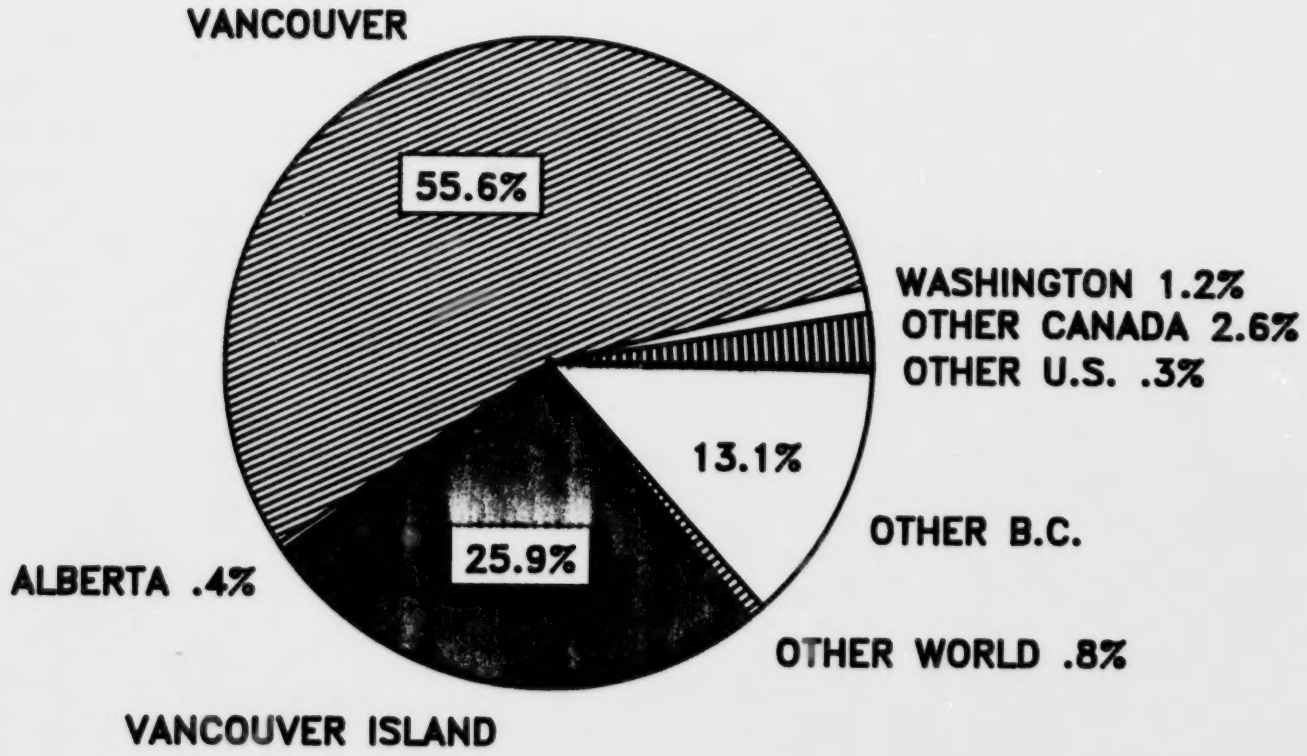
Where is your permanent place of residence?

	Weighted Average Lower Mainland	Weighted Average Interior	Weighted Average B.C.
Victoria Area	9.29	0.10	9.39
Duncan	0.50	0.10	0.60
Nanaimo	3.16	0.00	3.16
Parksville Port	1.00	0.00	1.00
Court Comox Camp	10.94	0.00	10.94
North Vancouver Island	0.83	0.00	0.83
Greater Vancouver	51.91	3.74	55.64
Fraser Valley	4.14	0.67	4.81
Okanagan Falls and South	0.00	0.15	0.15
Kelowna Area	0.00	0.10	0.10
Vernon Area	0.33	0.15	0.49
Kamloops Area	0.17	5.69	5.85
Salmon Arm	0.00	0.21	0.21
Revelstoke Golden	0.17	0.00	0.17
Mile House 100	0.33	0.00	0.33
Williams Lake Area	0.33	0.05	0.38
Prince George East	0.00	0.05	0.05
Prince George Area	0.00	0.10	0.10
Vanderhoof Houston	0.17	0.05	0.22
Smithers Hazelton	0.00	0.05	0.05
Fort St. John/Dawson Creek	0.00	0.10	0.10
Edmonton Area	0.00	0.05	0.05
Calgary Area	0.17	0.00	0.17
Other	0.17	0.00	0.17
Regina Area	0.33	0.00	0.17
Winnipeg Area	0.17	0.00	0.17
Other Ontario	0.33	0.00	0.33
Seattle Tacoma	1.00	0.10	1.10
Bellingham Area	0.17	0.51	0.68
Other Washington	0.83	0.41	1.24
Other Oregon	0.00	0.05	0.05
Texas	0.00	0.05	0.05
Other USA	0.17	0.05	0.22
Europe	0.33	0.00	0.33
Japan	0.17	0.00	0.17
Australia New Zealand	0.17	0.00	0.17
Other World	0.17	0.00	0.17
SUM	87.41	12.60	100.01

Market Origin Summary

	Lower Mainland	Interior	B.C.
Vancouver	51.91	3.74	55.64
Vancouver Island	25.71	0.20	25.92
Other B.C.	5.64	7.43	13.07
Alberta	0.33	0.04	0.38
Other Canada	0.83	0.00	0.83
Washington	2.00	1.02	3.02
Other U.S.	0.17	0.15	0.32
Other World	0.83	0.00	0.83
Weighted Sum	87.42	12.58	100.01

ORIGINS OF CROSS-COUNTRY SKIERS
B.C. SKIER SURVEY
1985/86



Travel Party Information

Over 34% of skiers travel with friends and over 45% travel with their spouse or family.

Almost 70% of the skiers are over 19 years of age.

The most frequent day of arrival is Sunday in the Lower Mainland and Friday in the Interior.

Skiers travel principally by private car or truck and are out for one day of skiing 55% of the time.

The average stay at a ski area is approximately 2 days.

With whom are you travelling?

	Lower Mainland	Interior	B.C.
Alone	9.87	7.29	8.99
Friend/Friends	35.43	31.78	34.19
Your husband or wife	18.54	29.45	22.23
Your family	24.51	20.70	23.22
An organized group	10.01	9.62	9.88
Business Associate	1.64	1.17	1.48
SUM	100.00	100.00	100.00

The replies indicate Nordic skiers ski with friends and families. In the Lower Mainland region over 35% of the replies indicated they were skiing with friends, 24% with family and a further 18% with their husband or wife. The interior region indicated fewer skiers "out with friends" (not quite 32%) but more "husband and wife" (29%) and fewer with family members (20.7%).

"Skiing alone," or "with an organized group" was a relatively small portion of the market and "skiing with a business associate" accounted for less than 2% of the replies.

How many people in your group are in the following age categories?

	Lower Mainland	Interior	B.C.
Adult (19 and over)	68.10	73.36	69.69
Teens (13 - 18)	13.59	11.18	12.86
Children	18.31	15.46	17.45
SUM	100.00	100.00	100.00

The age group is primarily over 19, adults, followed by the under 13, children. This suggests teenagers are not participating in the activity, to the same extent as families with young children.

What day did you arrive at this ski area?

	Lower Mainland	Interior	B.C.
Monday	3.50	10.60	5.85
Tuesday	6.65	9.19	7.49
Wednesday	5.78	12.37	7.96
Thursday	6.65	16.96	10.07
Friday	22.07	24.03	22.72
Saturday	26.09	10.60	20.96
Sunday	29.25	16.25	24.94
SUM	100.00	100.00	100.00

Skiers are most active in the Lower Mainland region on Sunday (29%), Saturday (26%) and Friday (22%). In the Interior region, the most frequent day of arrival is distinctly Friday (24%) followed by Thursday (17%) and Sunday (16%). Overall the arrivals are skewed heavily to the weekend.

What form of transportation did you use to arrive at the ski area?

	Lower Mainland	Interior	B.C.
Private car/truck	86.14	79.60	84.07
Rental car/truck	1.48	1.60	1.52
Scheduled bus	3.14	0.80	2.40
Chartered bus	4.81	7.20	5.56
Combination air/bus	0.37	0.40	0.38
Combination air/car	0.18	1.60	0.63
Recreational vehicle	3.14	1.20	2.53
Other	0.74	7.60	2.91
SUM	100.00	100.00	100.00

Private car/truck is the dominant mode of transport for Nordic skiers in both regions. Charter buses (7.2%) and other (7.6%, possibly rail) are also worth noting in the Interior.

How many days will you be visiting this ski area on this trip?

	Lower Mainland	Interior	B.C.
One	61.45	41.49	55.16
Two	14.12	10.37	12.94
Three	13.55	10.37	12.55
Four to Five	5.34	20.75	10.20
Six to Seven	1.72	11.20	4.71
More than Seven	3.82	5.81	4.44
SUM	100.00	100.00	100.00
WEIGHTED AVERAGE	1.60	2.73	1.97

The above distribution shows that skiers are out primarily for one day excursions in both regions and certainly less than 3 days in the Lower Mainland. Interior skiers ski for longer periods, notably 4 - 5 days (20.76%).

The weighted average highlights the difference showing 1.60 days for the Lower Mainland and 2.73 days for the Interior. Overall the average amounts to almost 2 days per trip.

Overnight Travel and Accommodation

On average over 43% of the people interviewed indicated they would stay overnight.

Typically the overnight stay will be for 3 to 4 nights.

Fifty-three percent will stay at the resort where they are skiing.

Accommodation preference is a lodge in the Lower Mainland and chalets in the Interior.

Group size tends to be 4 or more people and 15% of these people will not be skiing.

Proximity and cost explain the choice of accommodation.

Will you be staying overnight on this trip?

	Lower Mainland	Interior	B.C.
Yes	36.96	56.96	43.28
No	63.04	43.04	56.72
SUM	100.00	100.00	100.00

There is a marked distinction in replies with only 37% of the Lower Mainland skiers staying overnight and 57% of the Interior skiers staying overnight.

How many nights will you be away from home this trip?

	Lower Mainland	Interior	B.C.
One	21.50	5.00	14.97
Two	39.25	7.86	26.84
Three	16.82	20.71	18.36
Four to Five	14.95	37.14	23.73
Six to Seven	3.27	21.43	10.45
More than Seven	4.21	7.86	5.65
SUM	100.00	100.00	100.00
WEIGHTED AVERAGE	2.73	4.52	3.44

In the Lower Mainland region, skiers who stay overnight will typically be away 2 nights or less (60.75%), whereas the Interior region shows that those staying overnight will typically be away 3 nights or more (86%).

The weighted average again highlights this difference where Lower Mainland skiers indicate 2.73 nights away compared to 4.52 nights away for the Interior.

Will you be staying overnight on site at this ski resort?

	Lower Mainland	Interior	B.C.
Yes	39.07	81.01	53.48
No	60.93	18.99	46.52
SUM	100.00	100.00	100.00

Of those who stay overnight, only 39% in the Lower Mainland will remain at the resort where they are skiing but 81% will stay at the same interior resort where they are skiing.

What type of accommodations will you be using on this trip?

	Lower Mainland	Interior	B.C.
Lodge, motel, hotel	43.58	28.21	37.17
Renting a Condominium	9.17	5.77	7.75
Dormitory	0.46	0.64	0.53
Renting a chalet	15.14	52.56	30.75
Staying with friends/relatives	9.17	5.77	7.75
Camper	5.96	2.56	4.55
Other	16.51	4.49	11.50
SUM	100.00	100.00	100.00

Lower Mainland skiers will use a lodge, motel or hotel (43.5%) or a chalet (15.14%). Interior skiers will use a chalet (52.56%) or a lodge, motel or hotel (28.21%).

How many people are sharing your lodging accommodation?

	Lower Mainland	Interior	B.C.
None	16.36	2.11	10.77
One	11.36	15.49	12.98
Two	12.73	9.15	11.33
Three	10.45	7.75	9.39
Four to Five	25.00	41.55	31.49
Six or more	24.09	23.94	24.03
SUM	100.00	100.00	100.00

Reviewing the replies for the Lower Mainland and the Interior indicates groups of 4 or more are more common than smaller parties but 2 person groups (15.49%) are also significant in the Interior.

How many of these people are not skiing?

	Lower Mainland	Interior	B.C.
None	86.18	87.32	86.63
One	7.37	6.34	6.96
Two	2.30	3.52	2.79
Three	1.84	0.70	1.39
Four to Five	2.00	2.00	1.11
Six or more	0.92	1.41	1.11
SUM	100.00	100.00	100.00

A significant number of the visitors are not skiing - over 13% in both regions.

Please indicate what influenced your choice in selecting your accommodation.

	Lower Mainland	Interior	B.C.
Proximity to ski area	29.71	26.67	28.27
Cost	28.00	16.19	22.41
Size of room	9.14	8.25	8.72
Recommended	7.43	13.33	10.23
Part of the package	5.71	12.70	9.02
In-house restaurant/bar	2.86	6.67	4.66
Covered parking	0.29	0.63	0.45
Advertisements	2.86	8.25	5.41
Other	9.43	6.03	7.82
None	4.57	1.27	3.01
SUM	100.00	100.00	100.00

The key factors in the Lower Mainland and in the Interior (but to a lesser extent) are "proximity" and "cost". Additional considerations in the Lower Mainland were "Other" factors and "size of room." The additional factors affecting accommodation choice in the Interior were "recommendation" and "packaging."

Advertising had some influence in the Interior but not in the Lower Mainland.

Travel Planning Information

Over 81% of the skiers indicated they would return to the area in the following year.

Word of mouth and brochures are the major sources of information in trip planning.

Forty-four percent planned the trip one month in advance; the balance planned the trip over a longer time frame.

February is the most popular month for a ski vacation.

Most skiers do not make travel arrangements in advance.

Only 7% of skiers in the Lower Mainland used packages, whereas 45% in the Interior used packages.

Do you plan to return to this area next year?

	Lower Mainland	Interior	B.C.
Yes	88.81	66.46	81.02
No	1.02	1.90	1.32
Don't know	10.17	31.65	17.66
SUM	100.00	100.00	100.00

Negative replies were less than 2% for the Interior (where there was also a component of "don't know" amounting to more than 31%) and less than 1% in the Lower Mainland where almost 89% indicated they would return.

In planning your trip what sources of information did you draw upon?

	Lower Mainland	Interior	B.C.
Airline	0.56	0.83	0.67
Travel agent	1.69	2.48	2.01
Brochures	13.76	16.53	14.88
Advertisements	6.74	9.50	7.86
Magazine or newspaper articles	3.09	7.85	5.02
Radio/TV	8.43	1.24	5.52
Word of mouth	39.04	33.06	36.62
Ski shows	1.40	1.65	1.51
Ski Club	5.90	9.92	7.53
Other	19.38	16.94	18.39
SUM	100.00	100.00	100.00

"Word of mouth" is the single largest factor here, followed by "brochures". "Other" undefined information sources were also mentioned.

In general, agents and media did not appear to be a significant source of trip information.

How far in advance did you plan this trip?

	Lower Mainland	Interior	B.C.
More than 1 year	5.34	13.29	8.15
Six to eleven months	7.25	15.38	10.12
Three to five months	9.92	24.48	15.06
One to two months	18.32	29.37	22.22
Less than one month	59.16	17.48	44.44
SUM	100.00	100.00	100.00

Long range planning is not common in the Lower Mainland where almost 60% made arrangements less than one month before the trip. The opposite is true for Interior skiers with only 17% making trip arrangements within 30 days of the trip.

What month would you normally select to take a ski vacation?

	Lower Mainland	Interior	B.C.
November	3.62	2.21	3.19
December	21.98	29.28	24.20
January	22.71	24.31	23.19
February	28.02	30.94	28.91
March	18.12	10.50	15.80
April	5.56	2.76	4.71
SUM	100.00	100.00	100.00

The most popular month is February for both regions, but December is a close second for the Interior. January appears 23% of the time in the Lower Mainland and 24% of the time in the Interior making it more popular than March.

Through whom did you make your transportation/accommodation arrangements .

	Lower Mainland	Interior	B.C.
Travel agent	1.55	3.38	2.22
Airline	0.78	1.35	0.99
Resort Association	3.10	3.38	3.20
Direct to accommodations	26.36	46.62	33.74
Ski club	6.59	12.84	8.87
Organized club	6.20	10.14	7.64
No arrangement made	55.43	22.30	43.35
SUM	100.00	100.00	100.00

Lower Mainland skiers do not make arrangements (55%) or book direct (26%). Skiers at the Interior areas book direct (47%) or go without arrangements (22%).

Are you on a ski package plan?

	Lower Mainland	Interior	B.C.
Yes	7.47	45.89	20.61
No	92.53	54.11	79.39
SUM	100.00	100.00	100.00

Ski packages are not utilized extensively in the Lower Mainland but over 45% of Interior skiers used them. This coincides with other questions that indicate skiers in the Lower Mainland are day-trippers, whereas Interior skiers are weekend or vacation skiers.

Were you aware that a ski package plan for this ski area was available?

	Lower Mainland	Interior	B.C.
Yes	45.00	50.00	46.43
No	55.00	50.00	53.57
SUM	100.00	100.00	100.00

Over 53% of the skiers surveyed in both regions were unaware that packages were being offered.

If you were to ski on a package plan, please indicate your first choice of ski package length.

	Lower Mainland	Interior	B.C.
2 days	26.24	7.00	20.25
3 days	35.29	33.00	34.58
4-5 days	27.15	49.00	33.96
6 days	4.52	6.00	4.98
7 days or more	6.79	5.00	6.23
SUM	100.00	100.00	100.00

There is some division of opinion here, but 36% of Lower Mainland skiers want 3 day packages, 27% want 4 - 5 day packages and a further 26% would like 2 day packages. Interior skiers (many of which are on ski packages) want 4 - 5 days (49%) and 33% want 3 day packages.

There is little interest in 7 day packages.

Skiers Opinions of the Areas

Overall, skiers are satisfied with their vacation experience with 57% rating it as the same as other trips.

Skiers are more satisfied with the service personnel than with facilities and services.

Comments indicate a need for an overall improvement in facilities and services.

Concerns for improvement relate to more terrain, more grooming and more hot tubs and saunas.

What is your opinion of each of the area's service personnel?

	Lower Mainland	Interior	B.C.
Attendants:			
Very good	42.28	38.69	41.30
Good	41.19	35.04	39.53
Satisfactory	15.18	22.63	17.19
Poor	1.36	3.65	1.98
Very Poor	0.00	0.00	0.00
SUM	100.00	100.00	100.00
Ski patrol personnel:			
Very good	47.91	12.96	43.34
Good	35.93	18.52	33.66
Satisfactory	13.93	42.59	17.68
Poor	0.84	12.96	2.42
Very Poor	1.39	12.96	2.91
SUM	100.00	100.00	100.00
Ticket sellers:			
Very good	38.50	31.15	36.82
Good	41.40	30.33	38.88
Satisfactory	18.64	32.79	21.87
Poor	0.97	4.92	1.87
Very Poor	0.48	0.82	0.56
SUM	100.00	100.00	100.00
Waitresses & waiters:			
Very good	43.46	47.96	44.38
Good	36.39	27.55	34.58
Satisfactory	17.54	19.39	17.92
Poor	2.09	4.08	2.50
Very Poor	0.52	1.02	0.63
SUM	100.00	100.00	100.00
Accommodations staff:			
Very good	42.94	48.72	45.24
Good	35.03	27.35	31.97
Satisfactory	19.21	17.09	18.37
Poor	1.69	6.84	3.74
Very Poor	1.13	0.00	0.68
SUM	100.00	100.00	100.00
Ski school instructors:			
Very good	60.48	53.33	58.96
Good	26.35	11.11	23.11
Satisfactory	10.78	24.44	13.68
Poor	1.80	6.67	2.83
Very Poor	0.60	4.44	1.42
SUM	100.00	100.00	100.00

	Lower Mainland	Interior	B.C.
Shop personnel:			
Very good	45.38	49.40	46.42
Good	38.24	34.94	37.38
Satisfactory	15.97	13.25	15.26
Poor	0.42	1.20	0.62
Very Poor	0.00	1.20	0.31
SUM	100.00	100.00	100.00
Ski host/hostesses:			
Very good	50.00	47.73	49.42
Good	34.38	27.27	32.56
Satisfactory	14.06	20.45	15.70
Poor	1.56	2.27	1.74
Very Poor	0.00	2.27	0.58
SUM	100.00	100.00	100.00

Overall the response to staff is good to very good for ski instructors in particular. There does appear to be a problem with ski patrol in the Interior.

How would you rate the services provided in this ski area?

	Lower Mainland	Interior	B.C.
Quality of skiing terrain:			
Very good	34.94	49.79	39.76
Good	41.97	38.49	40.84
Satisfactory	20.28	9.62	16.82
Poor	2.41	0.84	1.90
Very Poor	0.40	1.26	0.68
SUM	100.00	100.00	100.00
Trail Pass Price:			
Very good	17.93	38.34	23.84
Good	29.96	30.57	30.13
Satisfactory	33.76	26.42	31.63
Poor	12.87	2.59	9.90
Very Poor	5.49	2.07	4.50
SUM	100.00	100.00	100.00
Snow conditions:			
Very good	15.21	25.11	18.33
Good	29.61	40.97	33.19
Satisfactory	38.34	20.26	32.64
Poor	13.39	6.61	11.25
Very Poor	3.45	7.05	4.58
SUM	100.00	100.00	100.00
Ski Trail Grooming:			
Very good	27.16	22.84	25.79
Good	39.44	45.26	41.29
Satisfactory	26.36	25.00	25.93
Poor	6.24	4.74	5.76
Very Poor	0.80	2.16	1.23
SUM	100.00	100.00	100.00
Ease of getting to area:			
Very good	39.11	50.85	42.88
Good	40.12	40.17	40.14
Satisfactory	16.94	8.55	14.25
Poor	3.23	0.00	2.19
Very Poor	0.60	0.43	0.55
SUM	100.00	100.00	100.00
Base Area Parking:			
Very good	24.90	43.81	30.67
Good	49.79	42.38	47.53
Satisfactory	20.71	11.90	18.02
Poor	3.77	0.95	2.91
Very Poor	0.84	0.95	0.87
SUM	100.00	100.00	100.00

	Lower Mainland	Interior	B.C.
Food Quality:			
Very good	33.56	39.62	34.73
Good	39.19	30.19	37.45
Satisfactory	21.40	26.42	22.36
Poor	4.05	0.94	3.45
Very Poor	1.80	2.83	2.00
SUM	100.00	100.00	100.00
Variety of restaurants:			
Very good	6.65	10.48	7.51
Good	19.11	20.00	19.31
Satisfactory	39.61	40.95	39.91
Poor	24.38	16.19	22.53
Very Poor	10.25	12.38	10.73
SUM	100.00	100.00	100.00
Lodging/accommodations:			
Very good	21.33	40.63	28.33
Good	32.44	39.84	35.13
Satisfactory	33.78	14.06	26.63
Poor	7.11	3.91	5.95
Very Poor	5.33	1.56	3.97
SUM	100.00	100.00	100.00
Accommodation costs:			
Very good	16.04	34.13	22.78
Good	29.25	29.37	29.29
Satisfactory	41.98	29.37	37.28
Poor	8.49	7.14	7.99
Very Poor	4.25	0.00	2.66
SUM	100.00	100.00	100.00
Housekeeping services:			
Very good	14.11	28.80	20.49
Good	31.29	37.60	34.03
Satisfactory	42.33	25.60	35.07
Poor	6.75	5.60	6.25
Very Poor	5.52	2.40	4.17
SUM	100.00	100.00	100.00
Entertainment:			
Very good	10.30	28.72	16.99
Good	18.18	20.21	18.92
Satisfactory	38.18	26.60	33.98
Poor	21.21	18.09	20.08
Very Poor	12.12	6.38	10.04
SUM	100.00	100.00	100.00

	Lower Mainland	Interior	B.C.
Shopping selection:			
Very good	6.67	12.63	8.85
Good	13.94	18.95	15.77
Satisfactory	38.18	45.26	40.77
Poor	23.03	11.58	18.85
Very Poor	18.18	11.58	15.77
SUM	100.00	100.00	100.00
Attractiveness of setting:			
Very good	65.54	57.41	62.98
Good	28.53	32.72	29.84
Satisfactory	4.52	8.02	5.62
Poor	0.85	1.23	0.97
Very Poor	0.56	0.62	0.58
SUM	100.00	100.00	100.00
Total cost of vacation:			
Very good	27.10	41.54	31.89
Good	37.02	29.23	34.44
Satisfactory	32.44	26.15	30.36
Poor	3.05	2.31	2.81
Very Poor	0.38	0.77	0.51
SUM	100.00	100.00	100.00

Services do not score as well as personnel and it appears the Interior is received better than the Lower Mainland in almost all categories except "attractiveness of setting". In general, replies concerning restaurants, entertainment, lodging and housekeeping services indicate a need for improvement.

Ranked Opinions of Ski Area Service Personnel*

	Lower Mainland	Interior	B.C.
Attendants	1	1	1
Ski Patrol	1	3	1
Ticket Sellers	2	3	2
Waiters/Waitresses	1	1	1
Accommodation Staff	1	1	1
Ski School Instructors	1	1	1
Shop Staff	1	1	1
Ski hosts/hostesses	1	1	1
Average	1.12	1.5	1.12**

Ranked Opinions of Ski Area Services*

	Lower Mainland	Interior	B.C.
Ski Terrain	2	1	2
Trail Pass Price	3	1	3
Snow Conditions	3	2	2
Grooming	2	2	2
Access	2	1	1
Parking	2	1	2
Food Quality	2	1	2
Restaurant Variety	3	3	3
Lodging	3	1	3
Accommodation Costs	3	1	3
Housekeeping Services	3	2	3
Entertainment	3	1	3
Shopping	3	3	3
Setting	1	1	1
Total Cost	2	1	2
Average	2.40	1.46	2.26**

* (1) very good; (2) good; (3) satisfactory; (4) poor; (5) very poor

** A lower score indicates a higher level of satisfaction.

How does this ski experience rate with other ski vacations you have taken?

	Lower Mainland	Interior	B.C.
Better	20.67	34.85	25.04
About the same	61.12	49.49	57.54
Not as good as most	12.13	2.53	9.18
First ski trip ever taken	6.07	13.13	8.24
SUM	100.00	100.00	100.00

Given the limited number of people who were on their first trip, the results would indicate the current ski experience to be satisfactory only. This is more the case in the Lower Mainland than in the Interior.

If this ski area was to expand, what facilities would you like to see established or improved?

	Lower Mainland	Interior	B.C.
Additional ski terrain	16.46	15.30	16.16
Improved access road	4.79	0.33	3.67
Groomed x-country trails	11.94	13.82	12.41
Day lodge	7.04	12.99	8.54
Chalet sites	4.51	4.11	4.41
Trail huts	9.25	11.02	9.69
Condo sales/rental	2.37	2.14	2.31
Restaurant/lodge	8.37	8.88	8.49
Hotel	3.58	1.81	3.13
R.V. campsites	3.74	4.11	3.84
Hot tubs/saunas	10.13	7.07	9.36
Tennis courts	3.58	3.45	3.55
Rental lockers	4.35	1.32	3.59
Shopping & entertainment	3.69	4.28	3.84
Squash/racquetball courts	2.97	4.44	3.34
Other	3.25	4.93	3.67
SUM	100.00	100.00	100.00

Concerns indicate a need for more terrain, more groomed trails, more hot tubs/saunas and possibly more trail huts. Interior skiers indicate an interest (13%) in more chalets and both regions show a need for expanded (improved) restaurant and lodge facilities.

Other types of supporting facilities such as improved access, RV sites, lockers, tennis or squash courts or condominiums do not draw much interest.

Demographic Profile

There are marginally more females than males skiing (51:49%).

Sixty-three percent of the interviewees are married.

The mean age is in the 40 - 54 age group.

The mean income is within the $35,000 - 49,000 range and includes two contributors 49% of the time.

Forty-four percent are college or university graduates.

Skiers tend to be employed as professionals or skilled labourers.

Hiking is the primary off-season interest, followed closely by cycling.

You are [male/female].

	Lower Mainland	Interior	B.C.
Male	49.91	48.15	49.36
Female	50.09	51.85	50.64
SUM	100.00	100.00	100.00

There are more females than males replying to the survey, however this might not be indicative of the activity in general, as nordic skiing is not particularly noted as a women's sport.

Your marital status.

	Lower Mainland	Interior	B.C.
Single	31.19	21.77	28.19
Married	59.92	70.16	63.19
Separated/Divorced	8.88	8.06	8.62
SUM	100.00	100.00	100.00

Nordic skiers tend to be married, especially in the Interior (70%).

Your age is

	Lower Mainland	Interior	B.C.
12 or under	0.56	2.40	1.14
13 - 18	3.33	2.00	2.91
19 - 24	10.74	5.20	8.99
25 - 29	12.41	8.80	11.27
30 - 39	26.67	30.80	27.97
40 - 54	36.30	34.00	35.57
55 or over	10.00	16.80	12.15
SUM	100.00	100.00	100.00

The most frequently cited age grouping in the Lower Mainland is 40 - 54 (36%) followed by 30 - 39 (26%). This also holds true for the Interior 40 - 54 (34%) and 30 - 39 (31%).

What is the annual income of your household?

	Lower Mainland	Interior	B.C.	Average
$9,999 or less	8.81	4.69	7.50	25
$10,000 - 19,999	9.91	8.92	9.60	32
$20,000 - 24,999	10.13	7.98	9.45	32
$25,000 - 34,999	20.04	14.55	18.29	61
$35,000 - 49,999	23.13	32.86	26.24	88
$50,000 - 74,999	20.48	21.60	20.84	70
$75,000 - 99,999	3.96	7.04	4.95	17
$100,000 and over	3.52	2.35	3.15	11
SUM	100.00	100.00	100.00	

The most frequent combined income bracket for the Lower Mainland is $35,000 - 49,999 (23%) as well as the Interior (33%). However, almost 30% report more than $50,000 in income.

How many people contribute to your annual household income?

	Lower Mainland	Interior	B.C.	Average
One person	49.53	43.63	47.62	150
Two people	47.65	53.92	49.68	55
Three people	1.41	0.98	1.27	1
Four people	1.41	1.47	1.43	2
SUM	100.00	100.00	100.00	

The replies suggest a fairly even split between single income and two-income households.

What is the highest grade you have completed?

	Lower Mainland	Interior	B.C.
Grade School	2.04	5.69	3.18
Some high school	6.12	8.54	6.88
High school graduate	13.36	21.14	15.80
Some college/university/ technical school	31.54	26.02	29.81
Technical/college/ university graduate	46.94	38.62	44.33
SUM	100.00	100.00	100.00

Nordic skiers are very well educated, particularly in the Lower Mainland where 47% are post-secondary school graduates and a further 32% have some post-secondary education. The corresponding numbers for the Interior are 39% and 26% respectively.

What is your occupation?

	Lower Mainland	Interior	B.C.
Professional practise	34.62	27.24	32.32
Owner/manager	9.71	9.76	9.72
Skilled labour	11.17	14.23	12.12
Sales	3.48	5.69	4.17
Clerical	6.78	6.10	6.57
University/college student	7.88	2.85	6.31
High school student	3.30	1.22	2.65
Retired	3.66	6.50	4.55
Houseperson	6.41	11.38	7.95
Unemployed	2.38	2.85	2.53
Other	10.62	12.20	11.11
SUM	100.00	100.00	100.00

Typically the skier is in professional practise, a skilled labourer, an owner or manager, or some occupation not defined in the survey (i.e., "Other"). Housepersons are significant in the Interior sample, but students, especially in the Interior, are not significant.

What other activities do you participate in?

	Lower Mainland	Interior	B.C.
Swimming	17.03	18.88	17.59
Skating	8.27	7.32	7.98
Racquet sports	8.91	8.12	8.67
Golf	5.38	5.95	5.55
Boating	10.01	9.73	9.92
Scuba diving	1.44	0.80	1.25
Cycling	15.14	15.90	15.37
Aerobics/weight training	11.11	11.56	11.24
Horseback Riding	3.54	3.66	3.57
Hiking	19.17	18.08	18.84
SUM	100.00	100.00	100.00

Hiking comes out as the number one activity followed closely by swimming, then cycling and aerobics/weight training. Scuba diving, horseback riding and golf draw the least replies.

Summer Vacation Interests

Summer vacation interests are high with some 72% indicating they would return for a summer experience.

However only 22% have visited the ski area previously in the summer.

Summer activity interests focus on day hiking and swimming.

Have you ever taken a summer vacation at this ski area?

	Lower Mainland	Interior	B.C.
Yes	25.35	14.35	21.87
No	74.65	85.65	78.13
SUM	100.00	100.00	100.00

Only 25% of the skiers in the Lower Mainland and less than 15% of the Interior skiers have vacationed at the ski areas in summer.

If no, would you consider visiting this ski area in summer?

	Lower Mainland	Interior	B.C.
Yes	76.60	62.86	71.92
No	23.40	37.14	28.08
SUM	100.00	100.00	100.00

Over 76% of the Lower Mainland skiers would consider visiting the area in summer and 63% of the Interior skiers would as well.

If you were going to spend a summer vacation at this ski area, indicate the types of facilities, activities and programs affecting your decision to visit during the summer.

	Lower Mainland	Interior	B.C.
Tennis courts	6.29	5.74	6.11
Golf course	4.00	4.13	4.04
Recreational vehicle park/camping	7.50	6.82	7.27
Fishing	7.91	8.70	8.17
Day hiking trails	18.06	15.25	17.12
Swimming	12.31	13.90	12.84
Boating facilities	5.84	8.25	6.64
Hot tubs/saunas	9.39	8.97	9.25
Horseback riding	6.83	7.71	7.12
Professional seminars/ conferences	2.56	1.88	2.33
Arts and crafts	3.28	2.87	3.14
Scenic tours	3.95	4.48	4.13
Summer stock theatre/ music festival	5.44	4.57	5.15
Miniature golf	2.47	2.78	2.57
Pedestrian mall/shopping	2.20	2.15	2.18
Other	1.98	1.79	1.92
SUM	100.00	99.99	100.00

There is a diversity of interest and little consensus beyond facilities for day hiking and swimming. Horseback riding and fishing would be the next most frequently cited interest.

B.C. Nordic Skiers' Profiles, 1985-1986.

Male/Female Ratio: 49:51

Age Distribution:

12 or under	1.5%
13 - 18	2.7
19 - 24	8.0
25 - 29	10.6
30 - 39	28.7
40 - 54	35.2
55 or over	13.4

Travel Mode:

Private car/truck	82.9%
Rental car/truck	1.5
Scheduled bus	2.0
Chartered bus	6.0
Combination air/bus	.4
Combination air/car	.9
Recreational vehicle	2.2
Other	4.2

Length of Stay:

Day Skiers	32%
1 Night	9%
2 Nights	16%
3 Nights	12.8%
4 - 5 Nights	17.7%
6 - 7 Nights	8.4%
More than 7 Nights	4.1%

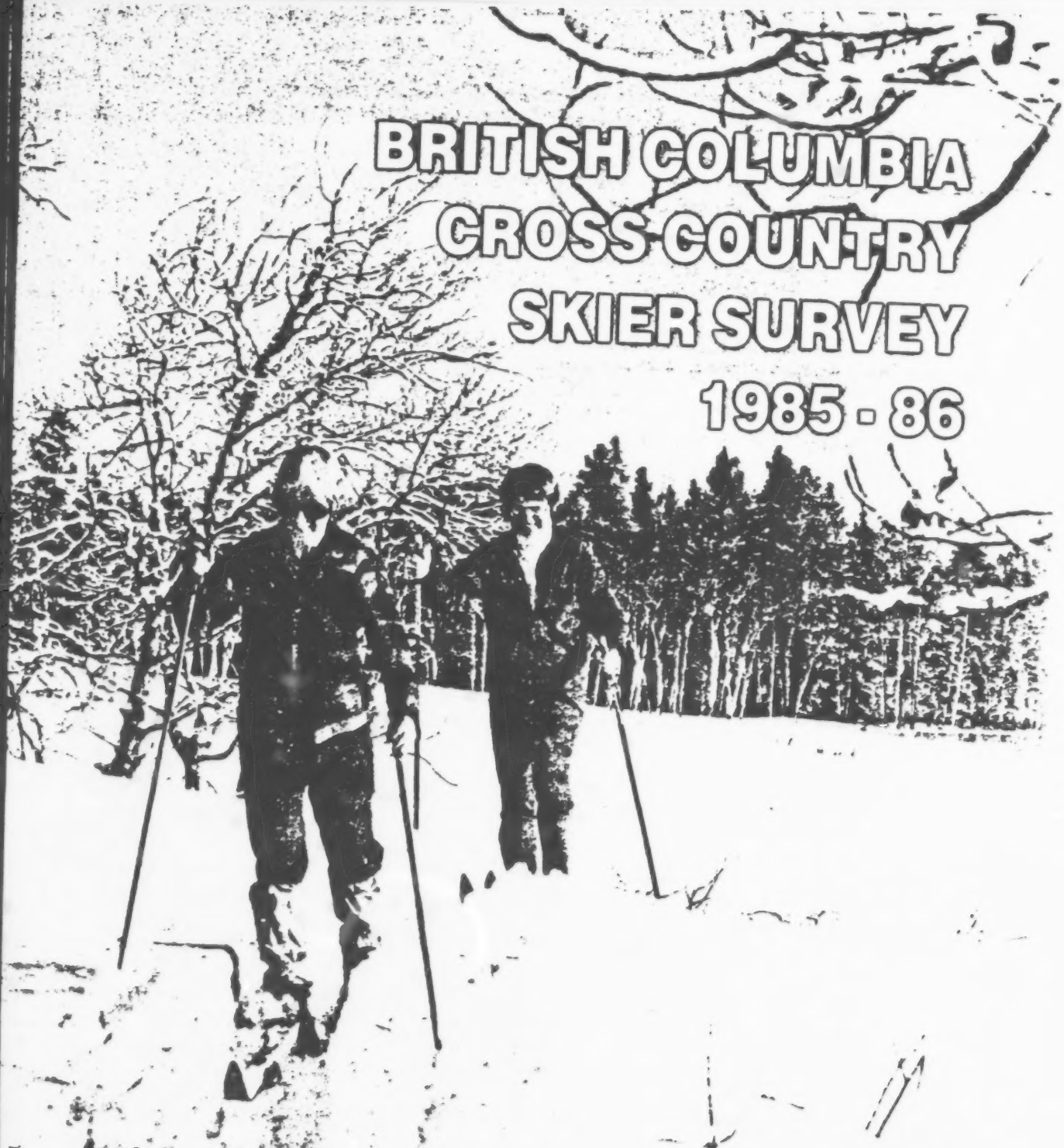
Accommodation Type:

Lodge, motel, hotel	35.9%
Renting a condominium	7.5
Dormitory	.6
Renting a chalet	33.9
Staying with friends/relations	7.5
Campers	4.3
Other	10.5

Market Origins:

B. C.	94.6%
Alberta	0.4%
Other Canada	0.83%
Washington	3.02%
Other U.S.	0.32%
Other	0.8%

BRITISH COLUMBIA CROSS-COUNTRY SKIER SURVEY 1985 - 86



Province of British Columbia

CANADA WEST SKI AREAS ASSOCIATION

10001

British Columbia Cross-Country Skier Survey — 1985/86

1 1–6

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Date ☐☐ ☐☐ ☐☐ 7–12

Ski Area _____ ☐☐ 13–14

Operation: Full ☐ Partial ☐ 15

Interviewer _____

Ski Conditions _____ 16 ☐

Time _____ 17 ☐

The British Columbia Skier Survey is sponsored by the Provincial Government in cooperation with this ski area. It is intended to provide details on characteristics, habits and impressions of a selected sample of skiers. Your answers will be combined with hundreds of others to ensure your responses are strictly confidential. Please complete the questionnaire by placing an (X) in the appropriate box or fill in the blank.

1. Where is your permanent place of residence?

_____

City Province/State ☐☐☐ 18–20

2. With whom are you travelling? (Please check all appropriate boxes).

Alone	☐	21
Friend/Friends	☐	22
Your husband or wife	☐	23
Your family	☐	24
An organized group, (i.e. a ski club, student group, etc.)	☐	25
Business Associate	☐	26

3. How many people in your group are in the following age categories?

Adults (19 and over)	_____	27–28
Teens (13–18)	_____	29–30
Children	_____	31–32

4. What day did you arrive at this ski area?

Monday	☐	33
Tuesday	☐	34
Wednesday	☐	35
Thursday	☐	36
Friday	☐	37
Saturday	☐	38
Sunday	☐	39

5. Are you a skier?

Yes	☐	40
No (If no please skip to question No. 18)	☐	41

6. Why do you ski? (check one only)

To exercise	☐	42
To be out of doors	☐	43
To travel	☐	44
To socialize	☐	45
To be with family	☐	46
Other	☐	47

7. How do you classify yourself as a skier?

Beginner	☐	48
Novice	☐	49
Intermediate	☐	50
Advanced	☐	51
Expert	☐	52

8. Who/what introduced you to skiing? (check one only)

Friends	☐	53
Family	☐	54
Club/Group	☐	55
Ski Area Advertising	☐	56
Other Advertising	☐	57
Other	☐	58

9. Approximately how many years have you skied at least once each season?

One	☐	59
Two	☐	60
Three	☐	61
Four	☐	62
Five to eight	☐	63
Nine to twelve	☐	64

How many overnight ski trips do you take on the average each year?

None	☐	65
One	☐	66
Two	☐	67
Three	☐	68
Four	☐	69
Five to eight	☐	70
Over eight	☐	71

Over the past 3 years including both daily ski trips and overnight ski trips, how many days on average have you actually spent skiing per year? (Check one only).

Three or less	☐	72
Four to five	☐	73
Six to seven	☐	74
Eight to ten	☐	75
Eleven to fourteen	☐	76
Fifteen to twenty-one	☐	77
Twenty-two to twenty-eight	☐	78
Twenty-nine or more	☐	79

Do you plan to ski at this area on this trip?

Yes	☐	80
No **(If no please skip to question No. 18.)**	☐	81

Why did you decide to ski at this area today? (Check all that apply).

Convenience	☐	82
Best area in region	☐	83
Trail pass price	☐	84
Seasons Pass Holder	☐	85
Lessons	☐	86
Snow conditions	☐	87
Club outing	☐	88
Printed ad	☐	89
Radio/TV ad	☐	90
Recommended	☐	91
Accessibility	☐	92
Friends went	☐	93
Other	☐	94

14. What type of trail pass do you have? (Check one only).

Day	☐	95
Season	☐	96
Multi-day	☐	97
Included in Ski Package Plan	☐	98

15. Are you taking skiing lessons this trip?

Yes	☐	99
No	☐	100

16. Are you renting ski equipment on this trip?

Yes	☐	101
No	☐	102

17. Where else will you or have you skied this season? (Check all that apply).

Lower Mainland	☐	103
Vancouver Island	☐	104
Thompson Okanagan/Interior	☐	105
Kootenays/Rockies	☐	106
Northern B.C.	☐	107
Other B.C.	☐	108
Alberta	☐	109
Eastern Canada	☐	110
Other Canada	☐	111
Washington	☐	112
Idaho	☐	113
Montana	☐	114
California	☐	115
Eastern U.S.	☐	116
Other U.S.	☐	117
Europe	☐	118
Other	☐	119

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18. What form of transportation did you use to arrive at the ski area? (Check one only).

Private car/truck	☐	7
Rental car/truck	☐	8
Scheduled bus	☐	9
Chartered bus	☐	10
Combination air/bus	☐	11
Combination air/car	☐	12
Recreational vehicle	☐	13
Other	☐	14

19. How many days will you be visiting this ski area on this trip? (Check one only).

One	☐	15
Two	☐	16
Three	☐	17
Four to Five	☐	18
Six to Seven	☐	19
More than Seven	☐	20

20. How many days will you ski on this trip?

One	☐	21
Two	☐	22
Three	☐	23
Four to Five	☐	24
Six to Seven	☐	25
More than Seven	☐	26

21. Will you be staying overnight on this trip?

Yes	☐	27
No (If no skip to question no. 36)	☐	28

22. How many nights will you be away from home this trip? (Check one only).

One	☐	29
Two	☐	30
Three	☐	31
Four to Five	☐	32
Six to Seven	☐	33
More than Seven	☐	34

23. Will you be staying overnight on site at this ski resort?

Yes	☐	35
No	☐	36

24. What type of accommodations will you be using on this trip? (Check all that apply).

Lodge, motel, hotel	☐	37
Renting a Condominium	☐	38
Dormitory	☐	39
Renting a chalet	☐	40
Staying with friends/relatives	☐	41
Camper	☐	42
Other	☐	43

25. How many people are sharing your lodging accommodations?

None	☐	44
One	☐	45
Two	☐	46
Three	☐	47
Four to Five	☐	48
Six or more	☐	49

26. How many of these people are not skiing?

None	☐	50
One	☐	51
Two	☐	52
Three	☐	53
Four to Five	☐	54
Six or more	☐	55

27. Please indicate what influenced your choice in selecting your accommodations? (Check all that apply.)

Proximity to ski area	☐	56
Cost	☐	57
Size of room	☐	58
Recommended	☐	59
Part of the package	☐	60
In-house restaurant/bar	☐	61
Covered parking	☐	62
Advertisements	☐	63
Other	☐	64
None	☐	65

28. Do you plan to return to this area next year?

Yes	☐	66
No	☐	67
Don't know	☐	68

29. In planning your trip, what sources of information did you draw upon? (Check all that apply)

Airline	☐	69
Travel agent	☐	70
Brochures	☐	71
Advertisements	☐	72
Magazine or newspaper articles	☐	73
Radio/TV	☐	74
Word of mouth	☐	75
Ski shows	☐	76
Ski Club	☐	77

30. **How far in advance did you plan this trip? (Check one only.)**

More than 1 year	☐	79
Six to eleven months	☐	80
Three to five months	☐	81
One to two months	☐	82
Less than one month	☐	83

31. **What month would you normally select to take a ski vacation?**

November	☐	84
December	☐	85
January	☐	86
February	☐	87
March	☐	88
April	☐	89

32. **Through whom did you make your transportation/accommodation arrangements?**

Travel agent	☐	90
Airline	☐	91
Resort Association	☐	92
Direct to accommodations	☐	93
Ski club	☐	94
Organized club	☐	95
No arrangement made	☐	96

33. **Are you on a ski package plan?**

Yes **(If yes skip to question No. 36)**	☐	97
No	☐	98

34. **Were you aware that a ski package plan for this ski area was available?**

Yes	☐	99
No	☐	100

35. **If you were to ski on a package plan, please indicate your first choice of ski package length.**

2 days	☐	101
3 days	☐	102
4–5 days	☐	103
6 days	☐	104
7 days or more	☐	105

36. **What is your opinion of each of the area's service personnel listed below?**

	Very Good 1	Good 2	Satisfactory 3	Poor 4	Very Poor 5	
Attendants	☐	☐	☐	☐	☐	7
Ski patrol personnel	☐	☐	☐	☐	☐	8
Ticket sellers	☐	☐	☐	☐	☐	9
Waitresses & waiters	☐	☐	☐	☐	☐	10
Accommodations staff	☐	☐	☐	☐	☐	11
Ski school instructors	☐	☐	☐	☐	☐	12
Shop personnel	☐	☐	☐	☐	☐	13
Ski host/hostesses	☐	☐	☐	☐	☐	14

37. **How would you rate the services provided in this ski area, listed below:**

	Very Good 1	Good 2	Satisfactory 3	Poor 4	Very Poor 5	
Quality of skiing terrain	☐	☐	☐	☐	☐	15
Trail Pass Price	☐	☐	☐	☐	☐	16
Snow conditions	☐	☐	☐	☐	☐	17
Ski Trail Grooming	☐	☐	☐	☐	☐	18
Ease of getting to area	☐	☐	☐	☐	☐	19
Base Area Parking	☐	☐	☐	☐	☐	20
Food Quality	☐	☐	☐	☐	☐	21
Variety of restaurants	☐	☐	☐	☐	☐	22
Lodging/accommodations	☐	☐	☐	☐	☐	23
Accommodation costs	☐	☐	☐	☐	☐	24
Housekeeping services	☐	☐	☐	☐	☐	25
Entertainment	☐	☐	☐	☐	☐	26
Shopping selection	☐	☐	☐	☐	☐	27
Attractiveness of setting	☐	☐	☐	☐	☐	28
Total cost of vacation	☐	☐	☐	☐	☐	29

38. **How does this ski experience rate with other ski vacations you have taken? (Check one only).**

Better	☐	30
About the same	☐	31
Not as good as most	☐	32
First ski trip ever taken	☐	33

39. **You are:**

Male	☐	35
Female	☐	36

40. Your marital status is:

Single	☐	37
Married	☐	38
Separated/Divorced	☐	39

41. Your age is:

12 or under	☐	40
13–18	☐	41
19–24	☐	42
25–29	☐	43
30–39	☐	44
40–54	☐	45
55 or over	☐	46

42. What is the annual income of your household?

$9,999 or less	☐	47
$10,000–19,999	☐	48
$20,000–24,999	☐	49
$25,000–34,999	☐	50
$35,000–49,999	☐	51
$50,000–74,999	☐	52
$75,000–99,999	☐	53
$100,000 and over	☐	54

43. How many people contribute to your annual household income?

_____ 55–56

44. What is the highest grade you have completed?

Grade School	☐	57
Some high school	☐	58
High school graduate	☐	59
Some college/university/technical school	☐	60
Technical/college/university graduate	☐	61

45. What is your occupation?

Professional practise	☐	62
Owner/manager	☐	63
Skilled labour	☐	64
Sales	☐	65
Clerical	☐	66
University/college student	☐	67
High school student	☐	68
Retired	☐	69
Houseperson	☐	70
Unemployed	☐	71
Other	☐	72

46. What other activities do you participate in? (Check all that apply)

Swimming	☐	73
Skating	☐	74
Racquet sports	☐	75
Golf	☐	76
Boating	☐	77
Scuba diving	☐	78
Cycling	☐	79
Aerobics/weight training	☐	80
Horseback Riding	☐	81
Hiking	☐	82

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47. Write in how much you and your group will spend on this trip for the following items.

Ski Package (if applicable)	$ _____	7–10
Trail pass	_____	11–14
Ski equipment rental	_____	15–18
Ski lessons	_____	19–22
Ski equipment/clothing purchase	_____	23–26
Apres ski activity	_____	27–30
Breakfasts	_____	31–34
Lunch and snacks	_____	35–38
Dinners	_____	39–42
Lodging/Accommodation	_____	43–46
Take-out beer/liquor	_____	47–50
Groceries	_____	51–54
Car/truck/bus expense	_____	55–58
Child care	_____	59–62
Other purchases	_____	63–66

48. How many people do these expenditures cover?

_____ 67–68

49. Have you ever taken a summer vacation at this ski area?

Yes	☐	69
No	☐	70

50. If no, would you consider visiting this ski area in summer?

Yes	☐	71
No	☐	72

51. If you were going to spend a summer vacation at this ski area, indicate the types of facilities, activities and programs affecting your decision to visit during the summer. (Check all that apply).

Tennis courts	☐	73
Golf course	☐	74
Recreational vehicle park/camping	☐	75
Fishing	☐	76
Day hiking trails	☐	77
Swimming	☐	78
Boating facilities	☐	79
Hot tubs/saunas	☐	80
Horseback riding	☐	81
Professional seminars/conferences	☐	82
Arts and crafts	☐	83
Scenic tours	☐	84
Summer stock theatre/music festival	☐	85
Miniature golf	☐	86
Pedestrian mall/shopping	☐	87
Other	☐	88

52. If this ski area was to expand, what facilities would you like to see established or improved? (Check all that apply).

Additional ski terrain	☐	89
Improved access road	☐	90
Groomed x-country trails	☐	91
Day lodge	☐	92
Chalet sites	☐	93
Trail huts	☐	94
Condo sales/rental	☐	95
Restaurant/lodge	☐	96
Hotel	☐	97
R.V. campsites	☐	98
Hot tubs/saunas	☐	99
Tennis courts	☐	100
Rental lockers	☐	101
Shopping & entertainment	☐	102
Squash/racquetball courts	☐	103
Other	☐	104

Appendix A

Cross-Country Sector

Annual Operating Review 1985/86 Season

The following report is drawn from the 1985/86 operating season for B.C.'s commercial cross-country operators.

Skier Visits

Total skier visits were reported at 126,597 compared with 153,631 for the previous year. Three areas are not recording skier visits and not all areas participate in the survey. Total cross-country skier visits for British Columbia are therefore much greater. There continues to be one large area, four areas in the 15,000 - 25,000 range and two areas in the 6,500 skier visit range with the remainder reporting less than 300 skier visits.

The average season reported equalled 107 days, down from 123 days in 1984/85. However, well over half the areas reported more than a 120 day season which includes all of the large areas reporting 6,500 skier visits or more.

Revenues

Total gross revenues were reported at $941,000 ($1,252,000 in 1984/85) and an average revenue per skier visit of $7.43 ($8.15 in 1984/85). Revenues are from track fees, food, beverage, accommodation and rentals/retail trade.

Gross fixed assets for 1985/86 were equal to $5,933,500 and proposed capital improvements equalled $258,000.

Markets

The market as reported by the ski area operators continues to be predominately British Columbian in origin (well over 90%) with the balance distributed between the rest of Canada and the United States. This is supported by the skier origins reported in the 1985/86 Nordic Skier Survey. The profile summary from the 1984/85 Cross-Country Skier Survey indicates that the U.S. is more significant than other parts of Alberta.

Facilities

The resort areas reported a total of 2,157 beds and an average winter occupancy of 50%. Almost all areas offered some set track, charged a track fee and offered some rental, retail and ski shop services.